



Visit Alexandria

Patricia Washington, President & CEO

Alexandria City Academy

April 8, 2021

Mission

To attract visitors that
increase revenues and
promote the City of
Alexandria and its assets



Organization

- A 501 (c)(6) *nonprofit*
- A *Membership* based organization
 - 390+ members, including restaurants, shops, hotels, attractions, etc.
 - We assist our members with unique marketing opportunities, web and Visitor Guide promotion, sales leads, media coverage, etc.
- *Independent* of city government, but with significant *funding* from general tax revenues
- Works in alignment with city government and economic development partners

Visit Alexandria Board of Governors

Representatives from the following categories:

- Hotel
- Retail
- Restaurant
- Association
- Attraction
- Historic Preservation
- City Manager's Designee (currently Deputy City Manager Emily Baker)
- Mayor's Designee (currently Vice Mayor Elizabeth Bennett-Parker)
- Citizen At-Large



WEB

ADVERTISING

SALES

RESEARCH

**MARKETING
MIX**

PR

**VISITOR &
MEMBER
SERVICES**

SOCIAL MEDIA

PUBLICATIONS

INTERNATIONAL

PROMOTIONS

VISIT
Alexandria

2019 Economic Impact of Visitors (50+ miles)

\$881 million
in Visitor Spending

6,595
Jobs

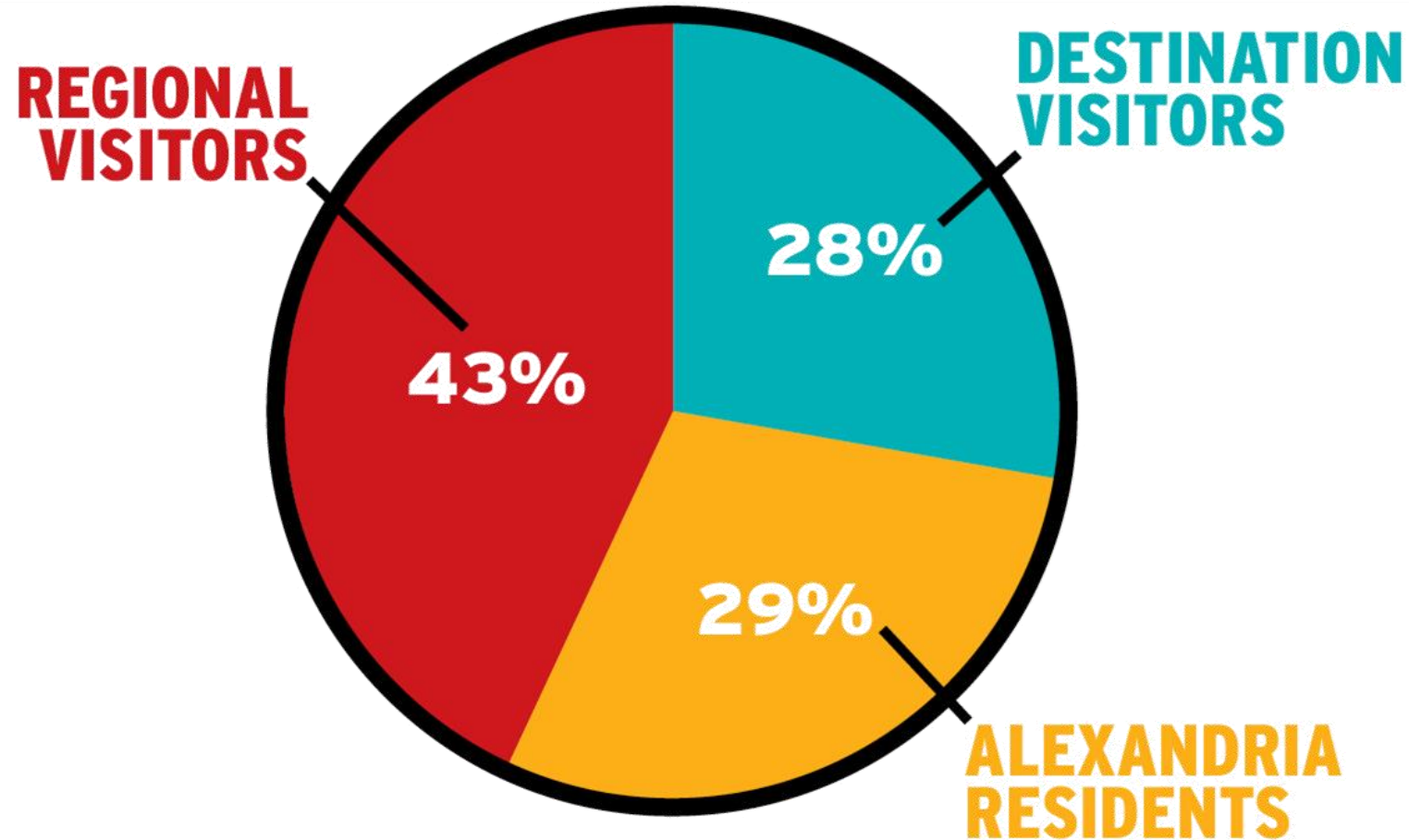
\$28.6 million
in Local Tax Receipts*

Source: *2019 Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation.

*Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.

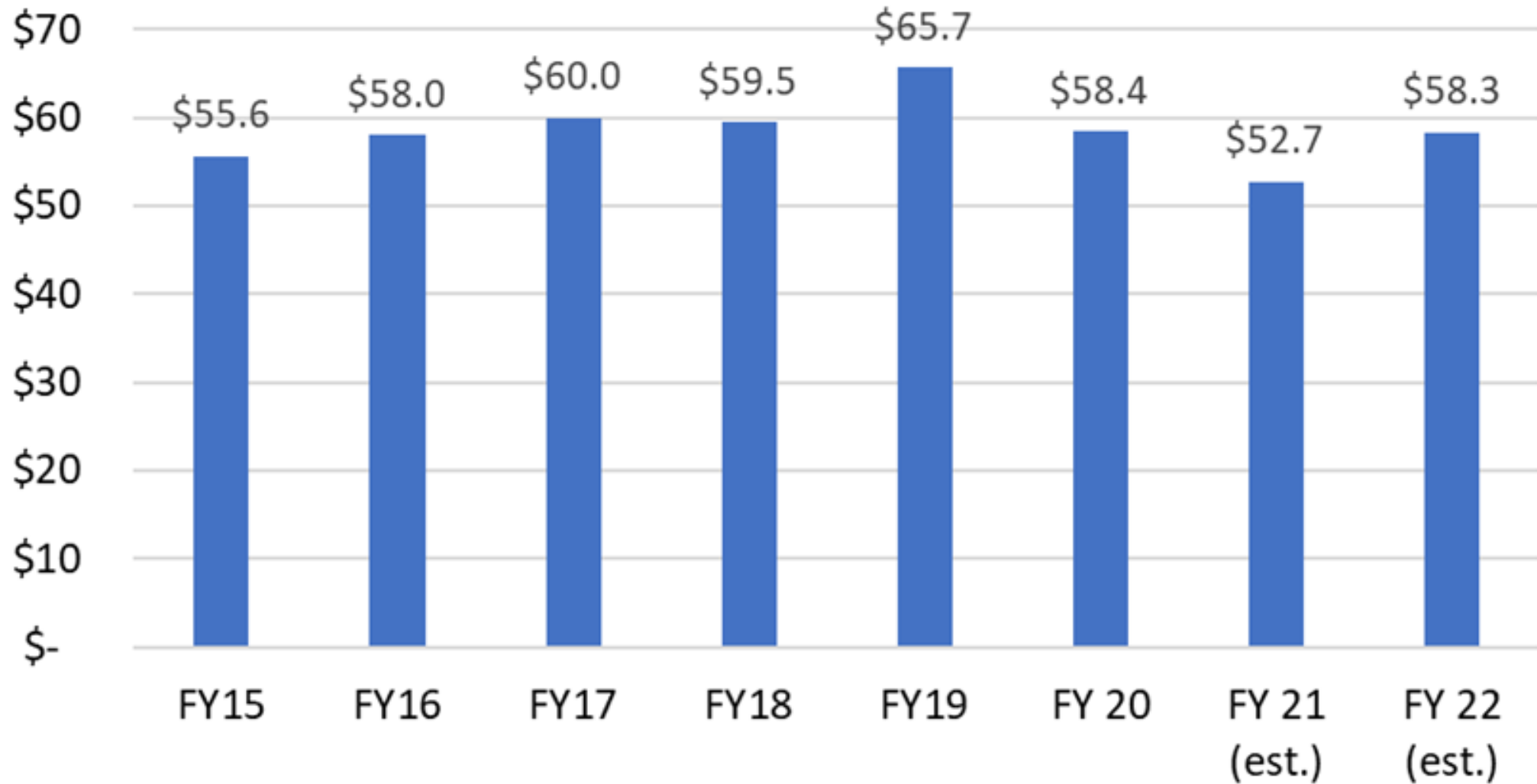


Non-Residents Pay 71% of Consumption Taxes



Source: 2016 Visa credit card sales, meals, and lodging transaction data, VisaVue


Sales, Restaurant & Lodging Tax Receipts (\$ million)



Sources: FY 15-20 Actual, City of Alexandria Revenue Dept.
FY 21-22 Estimates, City Manager's Proposed FY 22 Budget





March 16, 2020: ALX at Home Launches



*Stay connected
to what you love
about Alexandria's
small businesses.*

Explore now






Retail Offerings

From virtual shopping to DIY projects to take home, see what Alexandria's independent boutiques are offering.


[Learn More >](#)



Restaurant Offerings

From curbside pickup to ready-to-make dinners to take home, enjoy your favorite Alexandria restaurants at home.


[Learn More >](#)



Attractions Offerings

Take a virtual tour of Mount Vernon, get some fresh air on an unlimited "Ride it Out" bike ride and more.


[Learn More >](#)



Wellness Offerings

From free home workout plans to free live virtual Barre classes, stay fit from home.

[Learn More >](#)



Arts Offerings

Enjoy the arts from home with virtual exhibits, at-home activities, special offers and more.

[Learn More >](#)

- 4.9 million paid marketing impressions
- 247,000 pageviews on ALX at Home landing pages



Weekly Virtual Experiences

[View Schedule >](#)



Old Town Books' Virtual Storytime

[April 21 >](#)



Mind the Mat's Wellness Exercises

[April 28 >](#)

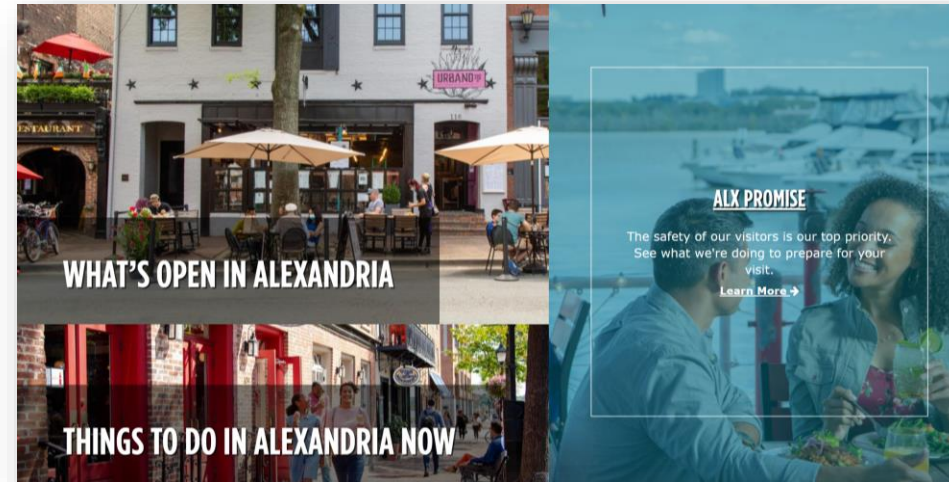


- In partnership with the Alexandria Health Department
- Commitment to going above and beyond
- 330 businesses participating



Marketing Responsibly

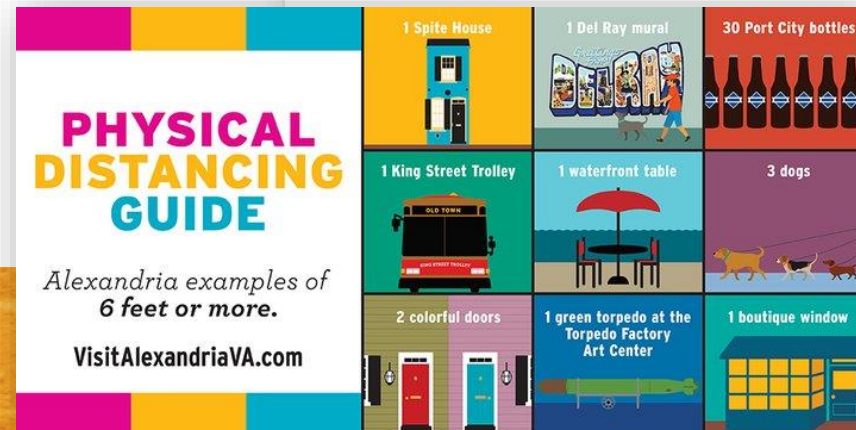
- Promoting mask usage and physical distancing
- Keeping potential visitors up to date on what's open
- Giving visitors ideas of what can be done responsibly right now



6 Tips for Styling Your Face Mask

We've gathered face mask fashion pointers, from finding the right fit to picking the perfect pattern, from some of our favorite local trendsetters and business owners. Plus, watch our ultimate face mask styling video.

[Start Styling >](#)





24 Black-Owned Businesses in Alexandria to Support Right Now



BY CAROLINE SECREST

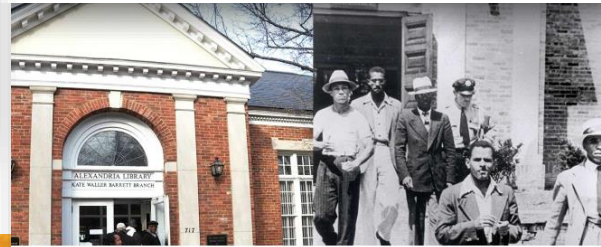
JUNE 15, 2020

56443 VIEWS



8 New and Must-Do Black History Experiences in Alexandria

COURAGEOUS JOURNEY: ALEXANDRIA'S BLACK HISTORY DRIVING TOUR



1. Barrett Branch Library, Site of 1939 Alexandria Sit-In

717 Queen St.

GREAT WALKS IN ALEXANDRIA

Duke Street Black History Trail



Regional Marketing





Some things you can find

ONLY IN ALX

SEE THE LIST

Alexandria
EST. 1749



GREAT WALKS IN ALEXANDRIA



Self-Guided
Architecture Stroll

[Get Inspired >](#)



Old Town Art Photo
Walk

[Start Snapping >](#)



Waterfront Walk

[Feel Refreshed >](#)



Duke Street Black
History Trail

[Dive Deeper >](#)



Del Ray Mural Stroll

[Start Strolling >](#)



Green Getaways

[Get Outside >](#)

Alexandria Restaurants Open for Outdoor Dining Right Now

Please remember that face coverings are required anytime you are unable to maintain six feet of physical distancing and must be worn indoors when not seated at your table.

Del Ray and Arlandria Outdoor Dining



VISIT
Alexandria

Promotions

ALEXANDRIA

RESTAURANT WEEK TO-GO

EXTENDED THROUGH **SEPT. 7!**

Bring Alexandria Restaurant Week home this year and enjoy special menus from 50+ restaurants.

\$49
takeout dinners for two



INTRODUCING THE
FLEX GETAWAY
STARTING AT
\$69/NIGHT
FULLY REFUNDABLE + FREE PARKING

Alexandria
EST. 1749

**BOOK
YOUR
STAY**



11TH ANNUAL *Alexandria*
SIDEWALK SALE
SATURDAY & SUNDAY
AUGUST 15-16 | OLD TOWN & DEL RAY

VISIT
Alexandria



SHOW LOVE. SHOP LOCAL.

When you shop local to find that one-of-a-kind gift this holiday season, you'll be supporting Alexandria's small businesses when they need it most.

Alexandria
EST. 1749

Learn more at
VisitAlexandriaVA.com/ShopSmall

Holiday Retail



Shop Online at These Alexandria Boutiques

Stay safe and shop online while showing your love for the independently owned stores who need your support more than ever.

[Add to Cart >](#)



8 Ways to Support Alexandria's Small Businesses this Season

Explore unique local gifts, seasonal delights and more at Alexandria's independent businesses.

[Take a Look >](#)





ALEXANDRIA
**SHOP
SMALL
WEEK**
NOV 27 - DEC 6

NOV 27	NOV 28	NOV 29	NOV 30
PLAID FRIDAY Alexandria's Small Business Black Friday	SMALL BUSINESS SATURDAY Free parking, prizes & discounts	MUSEUM STORE SUNDAY Save 20% at participating museum stores	CYBER MONDAY Online offers & free shipping from participating stores
DEC 1	DEC 4-6	NOV 9-DEC 20	
GIVING TUESDAY A percentage of your purchases will be donated	INSTAGRAM GIFT CARD GIVEAWAYS Follow @VisitAlexVA for a chance to win	ALEXANDRIA SANTA-GRAM GIVEAWAY Win a personalized video greeting from the region's most beloved Santa.	

VISIT
Alexandria

Performance Indicators FY21 YTD (July 2020-January 2021)

1.01 million web visits
(-17%)

501 press stories
(-20%)

386 members
(+5%)

Condé Nast
Traveler

Best Small Cities



Can't go to Europe?
You can still get your Old World fix



Best weekend escapes from Washington, D.C.

ESSENCE

The best girlfriend getaways around the world

TRAVEL+
LEISURE

Why Alexandria, Virginia is a safe, smart choice
for a roadtrip right now

Forbes



#PeterAlexander #KristenWelker #TodayShow
Peter And Kristen Share How They're Spending The Summer During The Pandemic | TODAY

Celebrate the Christmas charm of Alexandria, Virginia

Southern Living

The Most Magical Christmas Towns Across the World

THE OPRAH
MAGAZINE

How 'Wonder Woman 1984' Took Over an Empty Mall
to Create a Rad 80's Experience

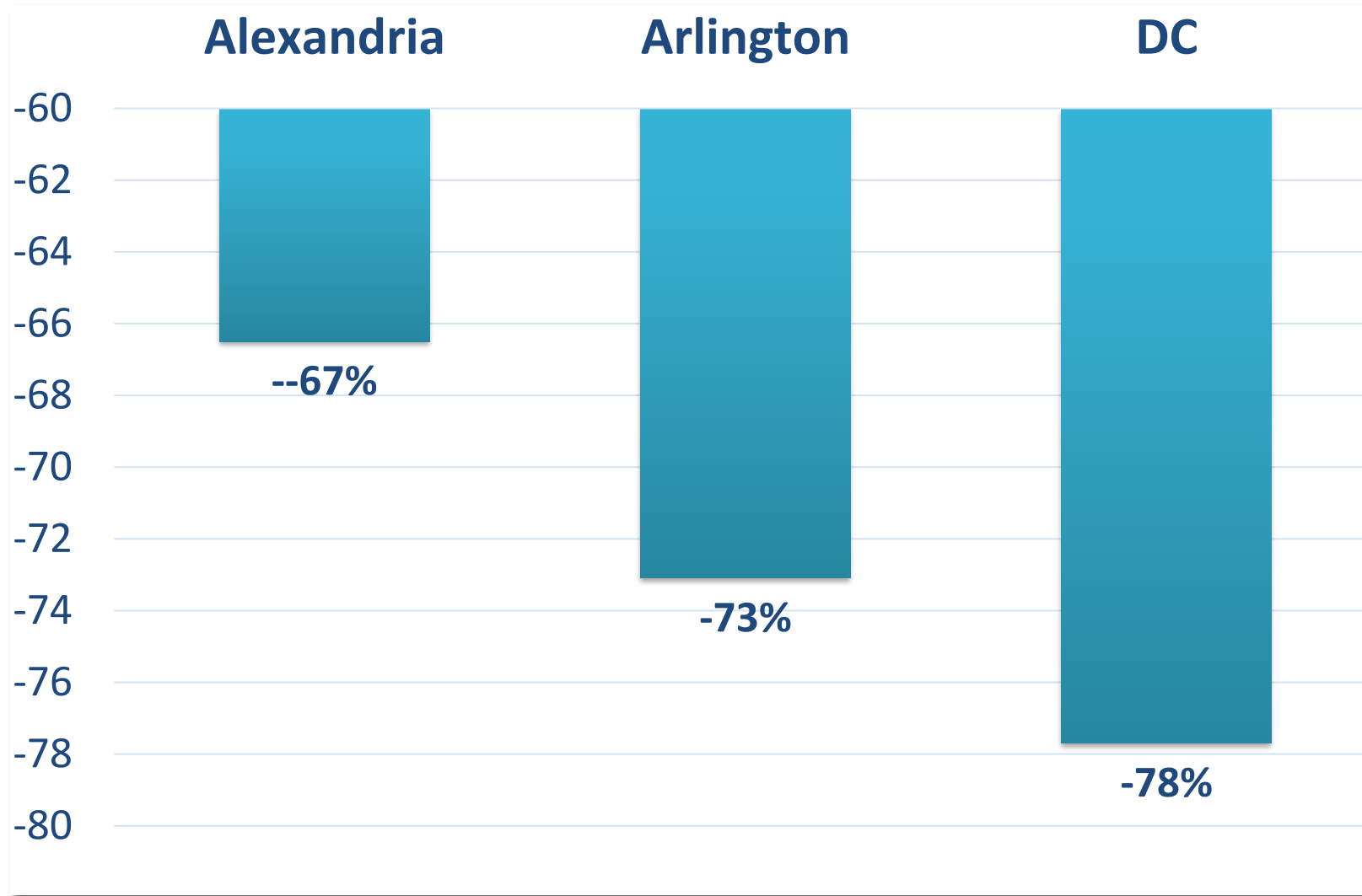


Why Alexandria, Virginia Should Be Your
Next Winter Road Trip

TRAVEL+
LEISURE

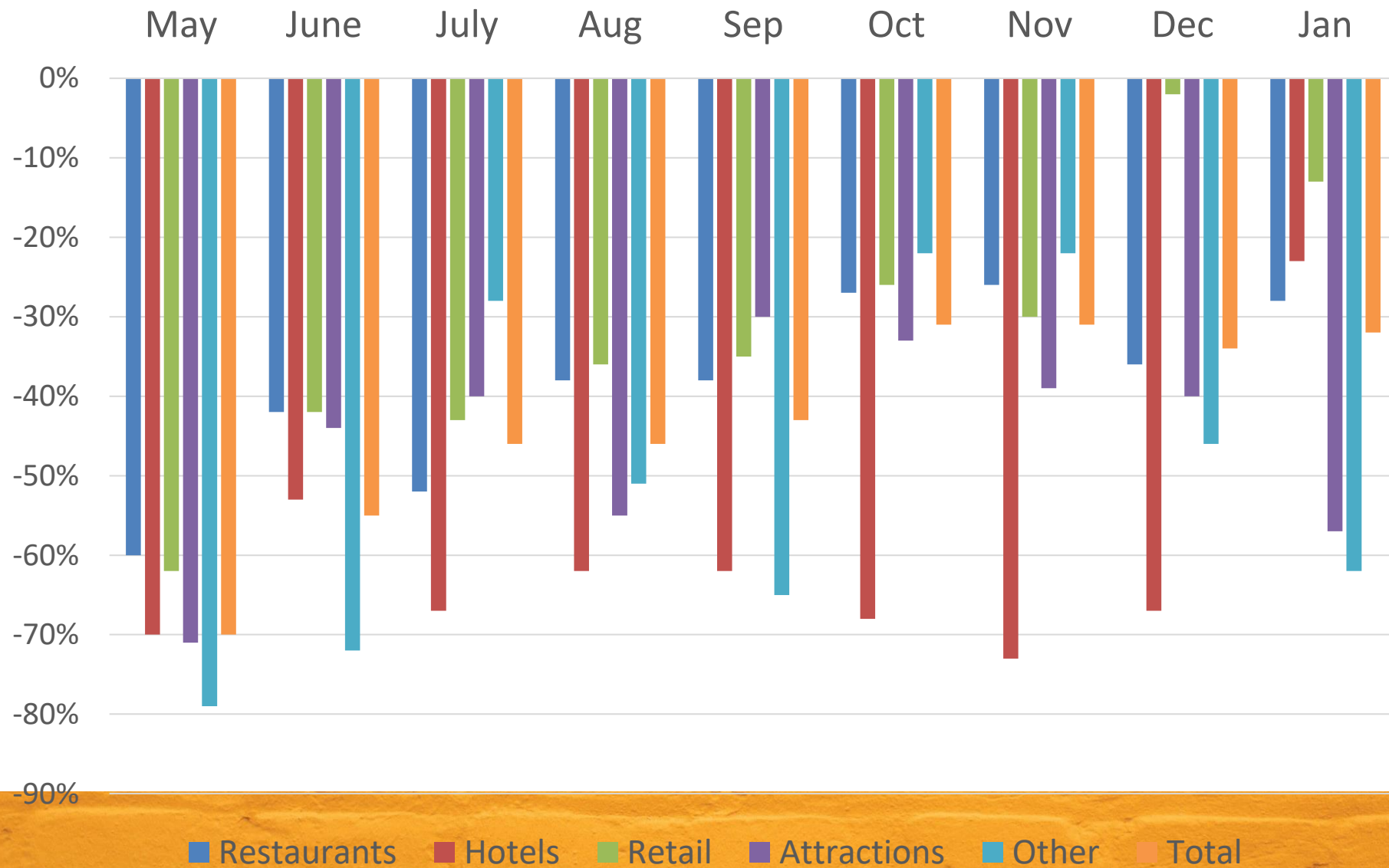


YoY Hotel RevPAR Change, July 2020 - January 2021

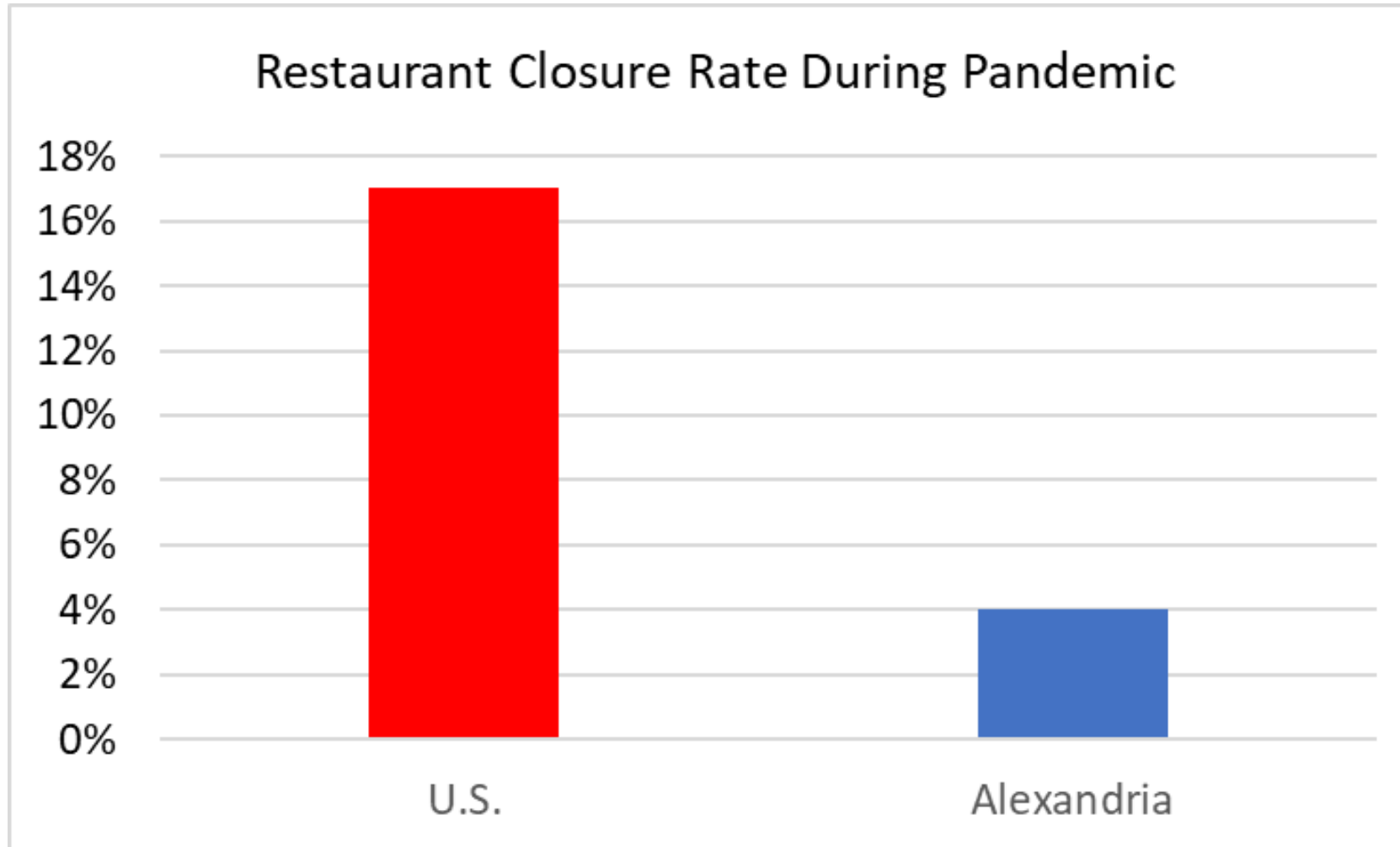


Source: STR

Alexandria Business Impact Survey



Keeping Small Business in Business



Sources: National Restaurant Association, Alexandria Revenue Department



Return to Destination Advertising

Message:

- “Think Small”: Top 5 Small City
- A distinctive, national destination in your own backyard
- Approachable and accessible
- Leaning more into Alexandria experience and less on DC than usual
- Safety: “Show it” more than “say it”
- Urgency of pitch? Low pressure, but get that trip on the calendar



FY 22 Content Emphasis

- Outdoor experience
 - Dining
 - Tours
 - Meeting spaces
- Waterfront photo/video shoot
- Old Town North
- Promotional & neighborhood partnerships



Diversity and Inclusion in Marketing



- New Black traveler campaign
 - Dedicated ad shoot
 - New video and photo assets of Black-owned businesses and Black history sites
 - New Black History & Culture web hub
- Capturing new assets featuring other communities of color and indigenous people



Meetings

- Small and hybrid meetings first
- Virtual tours and events
- Promote destination safety and COVID-19 resources for planners
- Direct sales
- Leveraging The Leadership Collection™



Step Into a Historic Crisis Scenario

Step into the ultimate leadership role and “Be Washington” in a historic crisis scenario from Washington’s time as Commander-in-Chief of the Continental Army or as the first President of the United States. Faced with the same choices as Washington, you must make your own decisions on how to lead.



King Street Tour



Hotel Property Tours

Alexandria Visitor Center

221 King St. in Old Town

- Open 7 days a week
- Tickets including Key to the City Attraction Passes
- Brochures and Guides
- Made in Alexandria and Alexandria-branded gifts/souvenirs

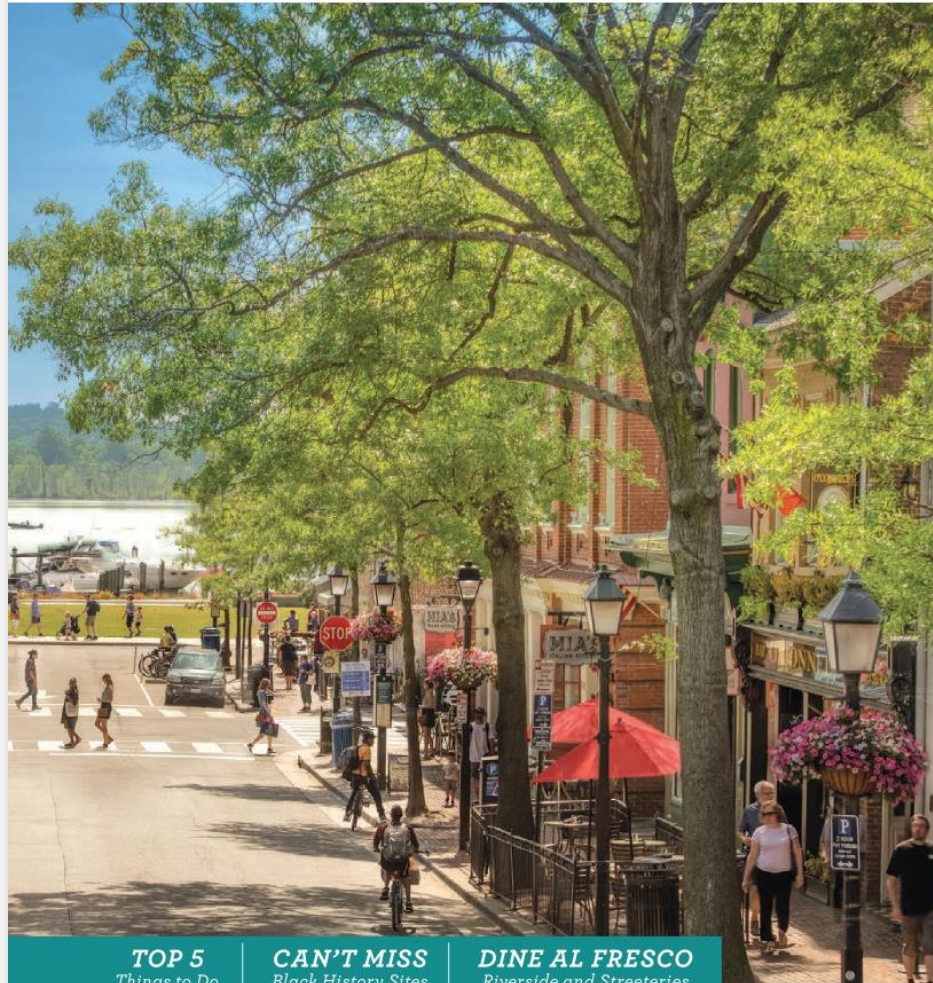


OFFICIAL VISITOR GUIDE & MAP 2021-22

ALEXANDRIA

VisitAlexandriaVA.com

Alexandria
EST. 1749



TOP 5
Things to Do

CAN'T MISS
Black History Sites

DINE AL FRESCO
Riverside and Streeteries

Alexandria
EST. 1749

DISCOVER D.C.'S ORIGINAL
OLD TOWN.



VisitAlexandriaVA.com

Ways You Can Get Involved

- Find out how to support local businesses and stay up to date on the latest happenings by following our:
 - VisitAlexandriaVA.com website
 - Social media and blog (see to the right)
- Sign up for our Alexandria Insider e-newsletter at VisitAlexandriaVA.com/ENews
- Hold your next meeting (large or small) in Alexandria. Contact our sales team at CBHebble@VisitAlexVA.com for assistance.
- Plan an Alexandria wedding. Contact LChase@VisitAlexVA.com for assistance.
- Be ambassadors for Alexandria as a top destination, and one that values safety during COVID-19



An aerial photograph of the Alexandria waterfront at sunset. The sun is low on the horizon, casting a warm orange glow over the city. In the foreground, numerous boats are docked at a long pier. Behind the pier, several large, modern buildings with glass facades and brickwork line the waterfront. The city skyline is visible in the background under the twilight sky.

VISIT *Alexandria*

VisitAlexandriaVA.com | #visitALX

Thank you.